



MGT 550 Milestone One Guidelines and Rubric

Overview: In this assignment, you will enhance your skills and knowledge of techniques in various communications to lead change, develop and maintain relationships, and address sources of conflict through effective communications tied to organizational goals and core visions. Through the development of a **strategic communication case study**, you will gain comprehensive, hands-on experience in evaluating and constructing communications that inform, persuade, and influence intended audiences in order to achieve strategic goals. Using the provided case study, you will identify issues that must be addressed from an organizational perspective. Additionally, you will make informed decisions regarding what actions to take, paying particular attention to appropriateness of communications and mediums, as well as evaluating effectiveness.

For Milestone One, you will further define the problem you identified in the case and begin to develop a plan to address the problem using internal and external communications. Furthermore, you will prioritize the first steps in the process of addressing the problem and set goals for your communication. To access the final project case study, “Research in Motion: Sincerely, a RIM Employee (A),” refer to the HBR coursepack link in your syllabus.

Prompt: Craft an introduction to the problem you identified in the case that you intend to address in your strategic communication case study.

Specifically, the following **critical elements** must be addressed:

I. Introduction

- A. Establish **context** for your paper by summarizing the important details of the case and outlining the specific problem(s) that you will address.
- B. In response to the presented issue, define clear and specific **communication goals**. Who are your target audiences and what do you want to accomplish with your communication?

Use the following rubric to help you address the critical elements appropriately.

Rubric

Guidelines for Submission: Your introduction should be 3 to 4 pages in length with double spacing, one-inch margins, 12-point Times New Roman font, and adherence to the latest edition of APA formatting.

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Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Introduction: Context	Summarizes the important details of the case and clearly outlines the specific problem(s) that will be addressed	Summarizes the important details of the case and outlines the specific problem(s) that will be addressed but summary is cursory or missing important details or problems outlined are vague or illogical	Does not summarize the important details of the case and/or outline the specific problems that will be addressed	45
Introduction: Communication Goals	Defines clear and specific communication goals in response to the presented issue, supported by text or other scholarly sources	Defines communication goals but goals are vague or unclear or lack connections to the presented issue, or goals are unsupported by text or other sources	Does not define communication goals	45
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%